

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| | | | |
|----------------------------|---------------------------------------|--------------------------|---------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT | | |
| EFFECTIVE DATE: | 10/22/2012 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Timothy Ferriss | | 12/28/2012 | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | Krisa Performance, LLC | | |
| Street Address: | 60 29th Street, No. 415 | | |
| City: | San Francisco | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94110 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 23 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 85511871 | PAGG | |
| Serial Number: | 85727036 | SLOW-CARB DIET BREAKFAST | |
| Serial Number: | 85727081 | SLOW-CARB DIET DINNER | |
| Serial Number: | 85727152 | SLOW-CARB DIET DISHES | |
| Serial Number: | 85727174 | SLOW-CARB DIET FOOD | |
| Serial Number: | 85727046 | SLOW-CARB DIET LUNCH | |
| Serial Number: | 85727112 | SLOW-CARB DIET MEALS | |
| Serial Number: | 85727123 | SLOW-CARB DIET MENU | |
| Serial Number: | 85522883 | THE 4-HOUR | |
| Serial Number: | 85390737 | THE 4-HOUR CHEF | |
| Serial Number: | 85390750 | THE 4-HOUR COOK | |
| Serial Number: | 85725215 | OPENING THE KIMONO | |
| Serial Number: | 85725209 | OTK | |

| | | |
|----------------|----------|---------------------|
| Serial Number: | 85511858 | PAGG |
| Serial Number: | 85522886 | THE 4-HOUR |
| Serial Number: | 85976328 | THE 4-HOUR |
| Serial Number: | 77355109 | THE 4-HOUR BODY |
| Serial Number: | 77380134 | THE 4-HOUR WORKWEEK |
| Serial Number: | 77380658 | THE 4-HOUR WORKWEEK |
| Serial Number: | 85090810 | THE SLOW-CARB DIET |
| Serial Number: | 85975258 | THE SLOW-CARB DIET |
| Serial Number: | 85166136 | TIM FERRISS |
| Serial Number: | 85166159 | TIMOTHY FERRISS |

CORRESPONDENCE DATA

Fax Number: 2062609134

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 206-903-8839

Email: ipdocket-se@dorsey.com

Correspondent Name: Patchen Haggerty, Dorsey & Whitney LLP

Address Line 1: 701 Fifth Ave., Suite 6100

Address Line 4: Seattle, WASHINGTON 98104

| | |
|-------------------------|-----------------------|
| ATTORNEY DOCKET NUMBER: | 488658-1 |
| NAME OF SUBMITTER: | Patchen M. Haggerty |
| Signature: | /Patchen M. Haggerty/ |
| Date: | 04/16/2013 |

Total Attachments: 15

source=Assignment Agreement - Ferriss#page1.tif
source=Assignment Agreement - Ferriss#page2.tif
source=Assignment Agreement - Ferriss#page3.tif
source=Assignment Agreement - Ferriss#page4.tif
source=Assignment Agreement - Ferriss#page5.tif
source=Assignment Agreement - Ferriss#page6.tif
source=Assignment Agreement - Ferriss#page7.tif
source=Assignment Agreement - Ferriss#page8.tif
source=Assignment Agreement - Ferriss#page9.tif
source=Assignment Agreement - Ferriss#page10.tif
source=Assignment Agreement - Ferriss#page11.tif
source=Assignment Agreement - Ferriss#page12.tif
source=Assignment Agreement - Ferriss#page13.tif
source=Assignment Agreement - Ferriss#page14.tif
source=Assignment Agreement - Ferriss#page15.tif

ASSIGNMENT OF TRADEMARKS

This Assignment Agreement (the “Assignment”) is made by and between Timothy Ferriss, an individual citizen of the state of California (“Assignor”), and Krisa Performance, LLC, a California limited liability company with a principal place of business at 60 29th Street, No. 415, San Francisco, CA 94110 (“Assignee”).

WHEREAS, Assignor has intended to use or has actually used in commerce the marks identified on Exhibit A (the “Marks”); and

WHEREAS, Assignee is desirous of acquiring all of Assignor’s rights in the Marks worldwide and any applications and registrations therefor, including the applications and registrations identified on Exhibit A; and

WHEREAS, Assignor has the intent to use in commerce the Marks identified on Exhibit A under the heading “Intent to Use Trademark Applications,” and has been using the Marks in association with preparations to do business, and has filed the Intent to Use Trademark Applications indicating that intention, but has not yet filed allegations of use under §§ 1(c) or 1(d) of the Lanham Act for those Marks; and

WHEREAS, Assignor is assigning the Marks identified in the Intent to Use Trademark Applications as part an assignment of the entire business or portion thereof to which the Marks pertain as required by § 10 of the Lanham Act; and

WHEREAS, Assignee, the successor of the entire portion of the business to which the Marks pertain, is desirous of acquiring said Marks and the Intent to Use Trademark Applications and subsequent registrations therefor; and

WHEREAS, Assignee intends to continue the business of Assignor.

NOW, THEREFORE, for good and valuable consideration received by Assignor from Assignee, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

Assignment of Marks. Assignor hereby sells, assigns, transfers, and conveys to Assignee all rights, title, and interest in and to the Marks worldwide, and any applications and registrations therefor, including each and every registration that is granted on any application that is a division, substitution, or continuation of such Marks, and in and to each and every reissue or extension of the Marks, and including the applications identified on the attached Exhibit A, together with that part of the good will of the business associated with the use of and symbolized by the Marks, to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor if this sale, assignment, and transfer had not been made, *Nunc Pro Tunc* effective as of October 22, 2012. Each Mark is being assigned as part of a transfer of the

entire business or portion thereof to which the Marks pertain as required by § 10 of the Lanham Act. Assignor hereby authorizes the appropriate empowered officials at the United States Patent and Trademark Office, the Canadian Intellectual Property Office and the World Intellectual Property Organization to transfer all applications and registrations for the Marks to Assignee as assignee of the entire right, title and interest therein or otherwise as Assignee may direct *Nunc Pro Tunc* effective as of October 22, 2012, in accordance with this instrument of assignment.

Assignment of Cause of Action. Assignor further sells, assigns, transfers, and conveys to Assignee the entire right, title, and interest in and to any and all causes of action and rights of recovery for past infringement of the Marks.

Cooperation. Assignor hereby covenants and agrees to cooperate with Assignee so that Assignee may enjoy to the fullest extent the rights, title, and interest herein conveyed. Such cooperation shall include prompt execution of all papers which are deemed necessary or desirable by Assignee to perfect in it the rights, title, and interest herein conveyed.

Survival. The terms, covenants, and provisions of this Assignment shall inure to the benefit of Assignee, its successors, assigns, and/or legal representatives, and shall be binding upon Assignor, its successors, assigns, and/or other legal representatives.

Counterparts; Electronic Signature. This Assignment may be signed in counterparts, which together shall constitute one agreement. If this Assignment is signed in counterparts, no party shall be bound until both parties have duly executed, or caused to be duly executed, a counterpart of this Assignment. This Agreement may be executed by facsimile or by electronic signature.

[Remainder of page left intentionally blank; signature page follows]

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed and such Assignment is effective as of the date first above written.

Executed as of this 28 day of December, 2012.

TIMOTHY FERRISS (Assignor)

Signed: 

KRISA PERFORMANCE, LLC
(Assignee)

By: 

Name: Timothy Ferriss

Title: Director

EXHIBIT A

Intent to Use Trademark Applications

| TRADEMARK K | COUNTRY | APPLICATION NO | FILING DATE | FILING BASIS | GOODS / SERVICES |
|----------------|--------------------------------|----------------|----------------|-------------------|---|
| PAGG | United States of America | 85/511,871 | 9-Jan-12 | Intent-to- Use | Class 5: Vitamin and mineral supplements |

| | | | | | |
|-------------------------------------|--------------------------------|------------|---------------|-------------------|--|
| SLOW-CARB DIET BREAKFAST | United States of America | 85/727,036 | 12-Sep- 12 | Intent-to- Use | Class 16: Printed menus Class 29: Frozen, packaged or prepared entrees and meals; energy boosting bars; meal replacement bars; energy boosting shakes; meal replacement shakes; snack bars; snack foods; dried fruit and vegetables; salads Class 43: Restaurant and cafe services |
| SLOW-CARB DIET DINNER | United States of America | 85/727,081 | 12-Sep- 12 | Intent-to- Use | Class 16: Printed menus Class 29: Frozen, packaged or prepared entrees and meals; energy boosting bars; meal replacement bars; energy boosting shakes; meal replacement shakes; snack bars; snack foods; dried fruit and vegetables; salads Class 43: Restaurant and cafe services |
| SLOW-CARB DIET DISHES | United States of America | 85/727,152 | 12-Sep- 12 | Intent-to- Use | Class 16: Printed menus Class 29: Frozen, packaged or prepared entrees and meals; energy boosting bars; meal replacement bars; energy boosting shakes; meal replacement shakes; snack bars; snack foods; dried fruit and vegetables; salads Class 43: Restaurant and cafe services |

| | | | | | |
|---------------------------------|--------------------------------|------------|---------------|-------------------|--|
| SLOW-CARB DIET FOOD | United States of America | 85/727,174 | 12-Sep- 12 | Intent-to- Use | Class 16: Printed menus Class 29: Frozen, packaged or prepared entrees and meals; energy boosting bars; meal replacement bars; energy boosting shakes; meal replacement shakes; snack bars; snack foods; dried fruit and vegetables; salads Class 43: Restaurant and cafe services |
| SLOW-CARB DIET LUNCH | United States of America | 85/727,046 | 12-Sep- 12 | Intent-to- Use | Class 16: Printed menus Class 29: Frozen, packaged or prepared entrees and meals; energy boosting bars; meal replacement bars; energy boosting shakes; meal replacement shakes; snack bars; snack foods; dried fruit and vegetables; salads Class 43: Restaurant and cafe services |
| SLOW-CARB DIET MEALS | United States of America | 85/727,112 | 12-Sep- 12 | Intent-to- Use | Class 16: Printed menus Class 29: Frozen, packaged or prepared entrees and meals; energy boosting bars; meal replacement bars; energy boosting shakes; meal replacement shakes; snack bars; snack foods; dried fruit and vegetables; salads Class 43: Restaurant and cafe services |

| | | | | | |
|----------------------------|--------------------------|------------|-----------|---------------|--|
| SLOW-CARB DIET MENU | United States of America | 85/727,123 | 12-Sep-12 | Intent-to-Use | Class 16: Printed menus Class 29: Frozen, packaged or prepared entrees and meals; energy boosting bars; meal replacement bars; energy boosting shakes; meal replacement shakes; snack bars; snack foods; dried fruit and vegetables; salads Class 43: Restaurant and cafe services |
| THE 4-HOUR | United States of America | 85/522,883 | 23-Jan-12 | Intent-to-Use | Class 5: Dietary and nutritional supplements |

| | | | | | |
|------------------------|--------------------------|------------|----------|---------------|---|
| THE 4-HOUR CHEF | United States of America | 85/390,737 | 5-Aug-11 | Intent-to-Use | Class 16: Series of books on the subject of strategies for achieving health, balance, well-being and physical fitness; cooking; and recipes Class 41: On-line journals, namely, blogs featuring information on health, balance, well-being, physical fitness, cooking and recipes; providing information and advice about health, balance, well-being, physical fitness, cooking and recipes |
| THE 4-HOUR COOK | United States of America | 85/390,750 | 5-Aug-11 | Intent-to-Use | Class 16: Series of books on the subject of strategies for achieving health, balance, well-being and physical fitness; cooking; and recipes Class 41: On-line journals, namely, blogs featuring information on health, balance, well-being, physical fitness, cooking and recipes; providing information and advice about health, balance, well-being, physical fitness, cooking and recipes |

Additional Trademark Applications and Registrations

| TRADEMARK | COUNTRY | APPLICATION NO | FILING DATE | REG. NO | REG. DATE | GOODS / SERVICES |
|------------|---------|----------------|-------------|---------|-----------|--|
| THE 4-HOUR | Canada | 1,562,939 | 6-Apr-12 | | | Wares: Dietary and nutritional supplements; Publications in the field of strategies for achieving success in business and balance in personal life, achieving health, well-being and physical fitness; and cooking and recipes Series of non-fiction books in the field of strategies for achieving success in business and balance in personal life, achieving health, well-being and physical fitness; and cooking and recipes Services: On-line journals, namely, blogs featuring strategies for achieving success in business and balance in personal life, achieving health and well-being, and physical fitness; cooking; and recipes; Providing a web site that features informal instruction on strategies for |

| | | | | | | |
|-------------------|----------------|---------|-----------|--|--|---|
| | | | | | | achieving success in business and balance in personal life and achieving health and well-being; cooking; and recipes; Providing a website featuring information on exercise and fitness |
| THE 4-HOUR | European Union | 1127487 | 27-Jan-12 | | | Class 16: Series of non-fiction books in the field of strategies for achieving success in business and balance in personal life, achieving health, well-being and physical fitness; and cooking and recipes |
| THE 4-HOUR | European Union | 1127486 | 27-Jan-12 | | | Class 5: Dietary and nutritional supplements Class 41: On-line journals, |

| | | | | | | |
|-------------------|-----------------------------|---------|-----------|---------|-----------|---|
| | | | | | | namely, blogs featuring strategies for achieving success in business and balance in personal life, achieving health and well-being, and physical fitness; cooking; and recipes; providing a web site that features informal instruction on strategies for achieving success in business and balance in personal life and achieving health and well-being; cooking; and recipes; fitness |
| THE 4-HOUR | International Bureau (WIPO) | 1127487 | 27-Jan-12 | 1127487 | 27-Jan-12 | Class 16: Series of non-fiction books in the field of strategies for achieving success in business and balance in personal life, achieving health, well-being and physical fitness; and cooking and recipes |
| THE 4-HOUR | International Bureau (WIPO) | 1127486 | 27-Jan-12 | 1127486 | 27-Jan-12 | Class 5: Dietary and nutritional supplements Class 41: On-line journals, namely, blogs featuring strategies for achieving success in business and balance in personal life, achieving health |

| | | | | | | |
|---------------------------|--------------------------|------------|-----------|--|--|---|
| | | | | | | and well-being, and physical fitness; cooking; and recipes; providing a web site that features informal instruction on strategies for achieving success in business and balance in personal life and achieving health and well-being; cooking; and recipes; fitness |
| OPENING THE KIMONO | United States of America | 85/725,215 | 10-Sep-12 | | | Class 41: Educational services, namely, delivering lectures and presenting conference programs in person, by teleconference and by videoconference on the subject of achieving success in business and dissemination of materials associated therewith; On-line journals, namely, blogs featuring information on the subject of achieving success in business |

| | | | | | | |
|-------------------|--------------------------|------------|-----------|--|--|---|
| OTK | United States of America | 85/725,209 | 10-Sep-12 | | | Class 41: Educational services, namely, delivering lectures and presenting conference programs in person, by teleconference and by video conference on the subject of achieving success in business and dissemination of materials associated therewith |
| PAGG | United States of America | 85/511,858 | 9-Jan-12 | | | Class 44: Providing information about dietary supplements and nutrition |
| THE 4-HOUR | United States of America | 85/522,886 | 23-Jan-12 | | | Class 16: Series of non-fiction books in the field of strategies for achieving success in business and balance in personal life, achieving health, well-being and physical fitness and cooking and recipes |
| THE 4-HOUR | United States of America | 85/976,328 | 23-Jan-12 | | | Class 41: On-line journals, namely, blogs featuring strategies for achieving success in business and balance in personal life, achieving health and well-being, and physical fitness; cooking; and recipes; Providing a web site that features |

| | | | | | | |
|----------------------------|--------------------------|------------|-----------|---------|-----------|---|
| | | | | | | informal instruction on strategies for achieving success in business and balance in personal life and achieving health and well-being; cooking; and recipes; Providing a website featuring information on exercise and fitness |
| THE 4-HOUR BODY | United States of America | 77/355,109 | 18-Dec-07 | 4026409 | 13-Sep-11 | Class 16: A series of books on the subject of strategies for achieving health, balance, well-being and physical fitness Class 41: Providing physical fitness information and advice about well-being through physical exercise, training services in the field of work/life balance and strength training to improve balance |
| THE 4-HOUR WORKWEEK | United States of America | 77/380,134 | 24-Jan-08 | 3861282 | 12-Oct-10 | Class 16: Printed matter, namely, a series of books and printed teaching materials, all on the subject of strategies for achieving success in business and balance in personal life |

| | | | | | | |
|--------------------------------|--------------------------------|------------|---------------|---------|-----------|--|
| THE 4-HOUR WORKWEEK | United States of America | 77/380,658 | 25-Jan- 08 | 3492243 | 26-Aug-08 | Class 35: Providing information and advice on the subject of strategies for achieving success in business and balance in personal life via a global computer network Class 41: Educational services, namely, delivering lectures and presenting conference programs in person, by teleconference and by videoconference on the subject of achieving success in business and balance in personal life |
| THE SLOW- CARB DIET | United States of America | 85/090,810 | 22-Jul-10 | 4140949 | 15-May-12 | Class 41: On-line journals, namely, blogs featuring information on nutrition and weight loss |
| THE SLOW- CARB DIET | United States of America | 85/975,258 | 22-Jul-10 | 4146850 | 22-May-12 | Class 16: Publications, namely, books, cookbooks, pamphlets and handouts in the fields of nutrition and weight loss |

| | | | | | | |
|------------------------|--------------------------|------------|----------|---------|-----------|--|
| TIM FERRISS | United States of America | 85/166,136 | 1-Nov-10 | 3977565 | 14-Jun-11 | Class 41: On-line journals, namely, blogs featuring information on nutrition and weight loss and strategies for achieving success in business and balance in personal life |
| TIMOTHY FERRISS | United States of America | 85/166,159 | 1-Nov-10 | 3977567 | 14-Jun-11 | Class 16: Series of non-fiction books in the field of strategies for achieving success in business and balance in personal life and in the field of health, fitness and diet Class 41: On-line journals, namely, blogs featuring information on nutrition and weight loss and strategies for achieving success in business and balance in personal life |

4816-5790-8754/1